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[0065] Here, the information processing apparatus **10** transmits content data such as a movie to the HMD **200**. The information processing apparatus **10** sets a reference direction in which the HMD **200** faces, and installs a virtual display in the reference direction, and then, displays reproducing data of content on the virtual display. Further, the information processing apparatus **10** arranges the virtual object facing the virtual display at a position rotated by 90 degrees with respect to the reference direction, for example, around the viewpoint position. Accordingly, when the user rotates the gaze direction sideways by 90 degrees, the user may see the virtual object viewing content together next to the user.

[0066] In this way, the user wearing the HMD **200** may obtain the joint viewing experience with the virtual object. The virtual object action determination process is as described for the robot **20**. In addition, since the degree of freedom of action of the virtual object is higher than that for the robot **20**, the various positive or negative feeling may be caused to be expressed.

[0067] As described above, according to the embodiment, the user may increase the affinity with the actual object or the virtual object through the joint viewing experience, thereby the user's life may be further enriched.

[0068] The present invention has been described above on the basis of the embodiments. The embodiment is an exemplification, and it is understood by the person skilled in the art that various modifications may be made to the combinations of the respective constituent elements and the respective processing processes and such modifications are also within the scope of the present invention.

[0069] In the embodiment, the action management unit **120** generates the contents of the speech, "o×(player's name) is awesome. He has got a home run" as an empathic expression when the user gets a home run. In the modified example, in order to emphasize the joint viewing experience, the action management unit **120** may actively cause the object to output the audio in which a subject is replaced by a demonstrative pronoun. Specifically, the expression of "o×(player's name)" may be replaced with "He," which is the demonstrative pronoun, to generate the contents of the speech such as "He is awesome. He has got a home run." By using the demonstrative pronoun, the user may further increase a sense of viewing together with the robot **20**.

REFERENCE SIGNS LIST

[0070] **1** . . . Object control system, **10** . . . Information processing apparatus, **20** . . . Robot, **40** . . . Event detection unit, **100** . . . Feeling deduction unit, **102** . . . First feeling deduction unit, **104** . . . Second feeling deduction unit, **106** . . . Third feeling deduction unit, **110** . . . Internal state management unit, **120** . . . Action management unit, **130** . . . Internal state storage unit, **132** . . . Object internal state storage unit, **134** . . . User internal state storage unit, **140** . . . Output processing unit.

INDUSTRIAL APPLICABILITY

[0071] The present invention may be used in the technical field in which an action of an object is controlled.

1. An object control system controlling an object, the object control system comprising:
a feeling deduction unit configured to deduce a user's feeling;

a user internal state storage unit configured to store an internal state of the user including the user's feeling;
an object internal state storage unit configured to store an internal state of the object including an object's feeling;
an internal state management unit configured to manage the internal state of the object and the internal state of the user on a basis of the deduced user's feeling;
an action management unit configured to determine an action of the object on a basis of the internal state of the object; and
an output processing unit configured to cause the object to perform the action determined by the action management unit.

2. The object control system according to claim **1**, wherein
the internal state of the object includes an object's popularity rating for the user being derived from a plurality of evaluation values of a feeling that is deduced up until the present time, and
the internal state management unit determines the object's feeling according to the popularity rating.

3. The object control system according to claim **1**, wherein
upon updating the internal state, the internal state management unit provides the action management unit with trigger information indicating that it is time to determine the action of the object, and
upon receiving the trigger information, the action management unit determines the action of the object.

4. The object control system according to claim **1**, wherein the feeling deduction unit includes:
a first feeling deduction unit configured to deduce the user's feeling on a basis of sensor output; and
a second feeling deduction unit configured to deduce the user's feeling on a basis of contents of a user's speech, and
the internal state management unit updates the internal state of the object and/or the internal state of the user on a basis of output of the first feeling deduction unit and/or the second feeling deduction unit.

5. The object control system according to claim **4**, wherein
in a case in which the user's feeling deduced by the first feeling deduction unit does not match with the user's feeling deduced by the second feeling deduction unit, the internal state management unit updates the internal state of the user on a basis of the user's feeling deduced by the first feeling deduction unit.

6. The object control system according to claim **1**, wherein the object includes an actual object or a virtual object.

7. The object control system according to claim **1**, wherein the action management unit causes the object to output audio in which a subject is replaced by a demonstrative pronoun.

8. An object control method comprising:
deducing a user's feeling;
storing an internal state of the user including the user's feeling;
storing an internal state of an object including an object's feeling;
managing the internal state of the object and the internal state of the user on a basis of the deduced user's feeling;